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Donald Harris
[REDACTED]



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Federal Trade Commission
Office of the Secretary
159-H, 600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Re: CAN-SPAM Act Rulemaking, Project No R411008

To the Commissioners:

It's a wonderful thing that someone is making attempts to decrease or possibly stop unsolicited bulk email in its tracks. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

My concerns are from the merchant and the customer point of view. For instance: Could one opt-in or perhaps Double opt-in but be on the suppression list (i.e. do-not-call internet list) and not get a publication that he or she perhaps paid for. And for the merchant, will it cause the cost of delivery to go up due to having to maintain this list?

There are many thousands perhaps millions of people running affiliate businesses on the Internet. Since many of these affiliate businesses are start-ups, funds are not plentiful. Recent ruling have caused most to begin double opt-ins. I believe that the suppression list, a third opt-in, would severely damage or cause many of these businesses to close, or never open in the first place.

Many of the web publications are on autoresponders. The CAN-SPAM ruling could actually have reverse spamming of merchants. One could double opt-in with a merchant but be on the suppression list; thereby wasting valuable merchant resources. You cannot help the consumer by hurting the merchant. The merchant holds the decision power to lower or raise pricing. Therefore, any law that hurts the merchant also hurts the consumer.

I'm not proud to admit it but I have requested more than one Internet publication, and then promptly forgot my subscriptions. I'm probably the average Internet user. It also seems to me that many will forget that they are on this suppression list.

The bottom line is that I really think the CAN-SPAM Act would hurt and not help the consumer. I urge you to reconsider its implementation in light of these problems.

Respectfully,

A handwritten signature in cursive script that reads "Donald Harris".

Donald Harris

South Carolina, United States of America